WHAT IS CLAIMED IS:

A method of modulating seed mass in a plant, the method comprising: 1. providing a first plant comprising a recombinant expression cassette containing an ADC nucleic acid linked to a plant promoter;

selfing the first plant or crossing the first plant with a second plant, thereby producing a plurality of seeds; and

selecting seed with altered mass.

- 2. The method of claim 1, wherein expression of the ADC nucleic acid inhibits expression of an endogenous ADC gene and the step of selecting includes the step of selecting seed with increased mass.
- 3. The method of claim 2, wherein the seed have increased protein content, carbohydrate content, or oil content.
- The method of claim 2, wherein the ADC nucleic acid is linked to the 4. plant promoter in the antisense orientation.
- The method of claim 2, wherein the ADC nucleic acid is selected from 5. a group consisting of Genbank accession numbers U12546, AF003094, AF003095, AF003096, AF003097, AF003098, AF003099, AF003100, AF003101, AF003102, AF003103, AF003104, and AF003105.
- 6. The method of claim 2, wherein the first and second plants are the same species.
- 7. The method of claim 2, wherein the first and second plants are members of the family Brassicaceae.
- 8. The method of claim 2, wherein the first and second plants are members of the family Solanaceae.

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- 9. The method of claim 2, wherein the plant promoter is a constitutive promoter.
- 10. The method of claim 9, wherein the promoter is a CaMV 35S promoter.
 - 11. The method of claim 2, wherein the promoter is a tissue-specific promoter.
 - 12. The method of claim 11, wherein the promoter is ovule-specific.
 - 13. A seed produced by the method of claim 2.
 - 14. The method of claim 1, wherein expression of the ADC nucleic acid enhances expression of an endogenous ADC gene and the step of selecting includes the step of selecting seed with decreased mass.
 - 15. The method of claim 14, wherein the *ADC* nucleic acid is selected from a group consisting of Genbank accession numbers £12546, AF003094, AF003095, AF003096, AF003097, AF003098, AF003099, AF003100, AF003101, AF003102, AF003103, AF003104, and AF002105.
 - 16. The method of claim 14, wherein the first and second plants are the same species.
 - 17. The method of claim 14, wherein the first and second plants are members of the family Brassicaceae.
- 18. The method of claim 14, wherein the first and second plants are members of the family Solanaceae.

The method of claim 14, wherein the plant promoter is a constitutive

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expression cassette.

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28. The seed of claim 27, wherein the mass is at least about 20% greater than the average mass of seeds from the same plant variety which lack the recombinant expression cassette.

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30. The seed of claim 27, wherein the oil content is proportionally increased.

31. The seed of claim 27, wherein the protein content is proportionally increased.

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32. The seed of claim 24, wherein the ADC nucleic acid is linked to a plant promoter in the sense orientation and the seed mass is at least about 10% less than the average mass of seeds of the same plant variety which lack the recombinant expression cassette.

33. The seed of claim 32, which has a mass at least about 20% less than the average mass of seeds of the same plant variety which lack the recombinant expression cassette.

34. The seed of claim 32, which has a mass at least about 50% less than the average mass of seeds of the same plant variety which lack the recombinant expression cassette.

A transgenic plant comprising an expression cassette containing a plant 35. promoter operably linked to a heterologous $AD \not\subset \mathbb{C}$ polynucleotide.

36. The transgenic plant of claim 35, wherein the ADC polynucleotide is selected from a group consisting of Genbark accession numbers U12546, AF003094, AF003095, AF003096, AF003097, AF003098, AF003099, AF003100, AF003101, AF003102, AF003103, AF003104, and AF003105.

- 37. The transgenic plant of claim 35, wherein the heterologous *ADC* polynucleotide encodes a ADC polypeptide.
- 38. The transgenic plant of claim 35, wherein the heterologous ADC polynucleotide is linked to the promoter in an antisense orientation.
- 39. The transgenic plant of claim 35, which is a member of the genus Brassica.
- 40. An isolated nucleic acid molecule comprising an expression cassette containing a plant promoter operably linked to a heterologous *ADC* polynucleotide.
- 41. The isolated nucleic acid molecule of claim 40, wherein the *ADC* polynucleotide is selected from a group consisting of Genbank accession numbers U12546, AF003094, AF003095, AF003096, AF003097, AF003098, AF003099, AF003100, AF003101, AF003102, AF003103, AF003104, and AF003105.
- 42. The isolated nucleic acid of claim 40, wherein the heterologous ADC polynucleotide encodes a ADC polypeptide.
- 43. The isolated number acid of claim 40, wherein the heterologous ADC polynucleotide is linked to the property in an antisense orientation.
- 44. The isolated nucle/c acid of claim 40, which is a member of the genus Brassica.

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